PROVEN
SPORTS MANAGEMENT
BUILT BY PLAYERS • BACKED BY EXPERIENCE

The Proven Playbook

A MONTHLY NEWSLETTER FOR COACHES, PLAYERS, AND PARENTS

September 2026

Survey of Revenue Share / NIL Offers to '28 Recruits

Over the 2028 recruiting cycle, **Proven Sports Management** has collected meaningful, real-world data on Revenue Share and NIL in women's college soccer. Unlike projections or industry estimates, this information comes directly from conversations with recruits receiving actual offers and with the coaching staff making them.

The data is also informed by significant NIL experience. Proven's **Bill Mitchell** previously served as legal counsel to one of the nation's largest college collectives, representing approximately 60 schools and overseeing thousands of NIL transactions, including woman soccer player deals.

IN THIS ISSUE

Survey of Revenue Share / NIL Offers to '28 Recruits

Straight from the Players - Jane Campbell, USWT/Houston Dash on Selflessness

NIL Deals

Protect College Sports Act: What Women's Soccer Coaches Need to Know

Who We Are - Player First, Always

For the 2028 recruiting class, Proven provided free college advising as a legacy service to more than 100 players, including 35 of the Top Drawer Soccer Top 100 players.

The goal was for the players to critically think about what they value most as a college soccer player, including utilizing a **Decision Making Chart** (love to get your feedback!), and find the right fit. We also spoke directly with about 30% of the Power 4 Conference women's soccer coaching staff.

That gave us a unique window into both sides of the market: what programs are actually offering and how recruits are weighing Revenue Share and NIL when selecting a school.

What We Learned

35% of the coaching staff we spoke with expected to offer some form of Revenue Share to women's soccer players. Among the programs willing to provide specific numbers, available Revenue Share budgets generally ranged from $50,000 to $400,000 but weighted toward the lower number. (These coaches consented to us sharing numbers, but not their schools.)

Another 25% of coaching staff indicated that they did not expect to have Revenue Share available but believed incoming players could receive some amount of NIL compensation. Coaches generally could not provide reliable dollar ranges, although a smaller percentage identified brand deals already committed to supporting their programs, which we were able to independently verify.

Among the 35 Top Drawer Soccer Top 100 players we advised:

- Approximately 30% received Revenue Share offers, ranging from $5,000 to $100,000 gross. Note: one player reported getting $40,000/year or $120,000 over 4 years.
- Approximately 30% received Revenue Share offers, ranging from $5,000 to $100,000.
- Approximately 20% were told that NIL opportunities were likely available, heavily weighted toward $10,000-$40,000.
- We consistently advised players that anticipated NIL should not be treated as guaranteed compensation by any means.
- Among players who had several offers where some schools offered Revenue Share and others did not, the player ultimately selected the school offering Revenue Share approximately 50% of the time.

Takeaways

Our conversations with recruits suggest that money is influencing decisions—but it is rarely controlling them.

Players consistently placed greater weight on soccer-related considerations such as the reputation and success of the program, style of play, connection with the coaching staff, potential playing time, team culture and development to professional stage. When a player believes she has found the right fit, Revenue Share (and NIL) often becomes a secondary consideration.

But when two programs are otherwise closely matched, it can tip the scales, especially on an emotional level with the player thinking, “The Revenue Share program truly values me."

The lesson here is the dollars matter—but what those dollars communicate to a recruit can matter even more. (Full disclosure: we always advise that if money is not that important, it should be weighted accordingly because, as the saying goes, “Money can’t buy you happiness.”)

A final takeaway is that recruits seemed to fully understand and accept that certain programs simply did not have a budget for extra funds and so were not usually penalized for this fact.

Straight from the Players
Jane Campbell on Selflessness



Jane Campbell, USWNT goalkeeper, joined us recently on the **Proven It podcast** and and demonstrated what a SELFLESS teammate looks like.

Context: Jane was an alternate for the USWNT at the Paris Olympics and in spite of all her hard work, as an alternate, she did *not* receive a gold medal when the team won.

"Right before the gold medal game we had a meeting and you had to write something about the person next to you that gave them a bit of confidence. I think I received like 10 sticky notes. I have a picture of it on my phone. I thought to myself, I don’t really need a medal. That was my medal, knowing that I did my job to the best of my ability and I put the team first. Everyone always talks about the medal but I didn’t need one. I had my sticky notes and that was it."

Who We Are - Player First, Always

We're **Proven Sports Management**, a women-led group of former Division I soccer players, agents, a club coach, 2 FIFA agents, and attorneys. Today, we work with high-level players to help them navigate in a much more complex environment from club to college to pro. We believe in *Player First, Always* and are working selflessly to change the agency industry by providing

HIGHER level services based on relationships as opposed to singularly transactional services. This should not be unique, but it is. More than 50 professional players overwhelmingly revealed that their relationship with their agent is mostly transactional. The players deserve MORE and we plan to change their expectations and change the industry.

Of note, in this last professional transfer window, we placed **18+ players all over the world**, from the NWSL/USL in the US to Canada to 10 countries in Europe to Australia.

We want to be a resource for coaches, players, and families trying to make informed decisions at all levels of women's soccer in a changing landscape.

The Proven Sports Management Team

NIL Deals

As part of our mission to help female players get their value, we connected three players with **Indie Identity**, where they scored a cool jersey as well as income.



LAUREN MALSOM
University of North Carolina



SHAY MONTGOMERY
TME SMS Łódź, Poland



REAGAN THOMPSON
Clemson University

Protect College Sports Act: What Women's Soccer Coaches Need to Know

Our legal team has performed a deep dive into the Protect College Sports Act and want to share what we've learned. If enacted as drafted, the Act will create a dollar-for-dollar incentive for NIL spending on women's and Olympic athletes, along with new federal rules for transfers, portal contact, and NIL reporting.

The Protect College Sports Act has the potential to unlock significant funds to college woman's soccer - especially Power 4 schools. Here are the key changes:

POTENTIAL OF $5 MILLION NIL INJECTED INTO WOMAN'S SOCCER / OLYMPIC SPORTS
The current NIL funding allows up to $22.5 million into all sports. The reality is that between 95% and 99% goes to football and basketball. Meanwhile, between zero and $500,000 trickle to women's soccer. The new rule will allow schools to add up to $5 million of funding, ostensibly for

football, but only if the funds up to $5 million (dollar for dollar match) are matched for women's and Olympic sports.

So, above the cap, if a brand gives 100,000 to the football team, it must give $100,000 to the women's and Olympic sports. Suffice it to say, this could be a game changer in injecting solid revenue into the women's game and so, soccer coaching staff should be getting in front of this with the AD's team (the likely decision maker), as well as getting face time with committed brands, which can direct funds accordingly.

As for non-Power 4 programs, these rules also apply, but not many have NIL revenue of $22.5 million to trigger this "matching" rule. (NOTE: To trigger the matching rule, the program must secure statute dictated full roster spots.)

CHECK TRANSFER HISTORY EARLY

Funding is only part of roster planning. The transfer rules will allow an athlete to move once **"without losing or delaying eligibility,"** while a second transfer between four-year schools will normally cost the athlete the first academic year at the new school. Immediate play will remain available if the school drops the sport or the head coach leaves. Other exceptions will cover sexual assault or harassment against the athlete by someone associated with the school, as well as a move to pursue a graduate degree.

CURRENT $15,000 SAFE HARBOR THRESHOLD LIKELY REPEALED TO OLD $600 THRESHOLD

The NCAA's regulation on NIL focused on confirming NIL deals were legitimate and not "pay for play" and so had an audit process for deals worth over $600. However, the NCAA recently changed the rule allowing for a $15,000 "safe harbor," meaning deals up to $15,000 would not be audited. The statute before congress appears to revert back to the $600 rule, effectively nullifying the safe harbor rule.

COACHES' ACTION PLAN

Taken together, these provisions create a clear preparation sequence, especially for Power 4 schools. These schools will work very hard to raise NIL funds above $22.5 million, which will trigger matching to soccer and other nonrevenue sports. The next question will be who gets those funds? The soccer staff has a huge incentive to figure out who will be the decision makers (AD, AD staff, brands, etc.) to start lobbying for funds. These extra funds could substantially influence a program's recruiting, particularly for high level players. Also, such funds may dissuade players from leaving early for leagues like the NWSL, whose salary cap increases by $700,000 over the next 4 years. Then a new CBA will be negotiated after a likely lucrative 2028 media rights deal (the last deal increased 40X to $60 million/year).

Subscribe to our Newsletter

Proven Sports Management | Meridian II, Suite 2000 | 275 Scientific Drive | Peachtree Corners, GA 30092 US

Unsubscribe | Update Profile | Constant Contact Data Notice

Constant Contact

Try email & social marketing for free!